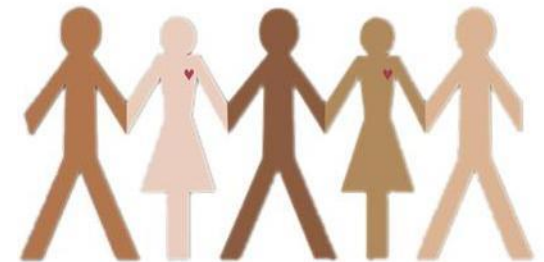




Pinal County

- Project coalition :
 - Pinal County Substance Abuse Council
 - Council of 9 coalitions, county reps, RBHA
- Administering coalition: Casa Grande Alliance
 - Funded by Cenpatico, then Parents Commission
 - Fiscal agent for any other project funds
 - Employ 1 dedicated staff
 - In-kind admin and support staff



A Safer Community for Everyone

Pinal County

Substance Abuse Council



The Strategies

- 1. Reduce Illicit Acquisition and Diversion of Rx Drugs**
2. Promote Responsible Prescribing and Dispensing Policies and Practices
3. Enhance Rx Drug Practice and Policies in Law Enforcement
4. Increase Public Awareness and Patient Education about Rx Drug Misuse
5. Enhance Assessment and Referral to Treatment



Reduce Illicit Acquisition and Diversion of Rx Drugs

- Increase disposal sites across Pinal County
 - Partner with existing coalitions
 - Understand the rules
- Increase knowledge of disposal sites
 - Location cards
 - Include info on all materials



*Medication
Drop-Off Sites
in Pinal County*



CONTACT SITE FOR HOURS AND DETAILS

Apache Junction:
Apache Junction Fire Department
1645 S. Idaho Rd.
(480) 982-4440

Apache Junction Police Department
1001 N. Idaho Rd.
(480) 982-8260

Arizona City:
Arizona City Fire Department
14022 S. Sunland Gin Rd.
(520) 466-5542

Casa Grande:
Casa Grande Police Department
373 E. Val Vista Blvd.
(520) 421-8700

Casa Grande Police Department
520 N. Marshall St.
(520) 421-8700

Healthcare Medical Waste Services
1305 N. VIP Blvd.
(520) 316-9207

Coolidge:
Coolidge Police Department
911 S. Arizona Blvd.
(520) 723-5311

Eloy:
Eloy Police Department
630 N. Main St.
(520) 466-7324

Florence:
Florence Police Department
425 N. Pinal Street
(520) 868-7681

Pinal County Sheriff's Office
971 Jason Lopez Circle, Bldg. C
(520)866-6800



Reduce Illicit Acquisition and Diversion of Rx Drugs

- Creative messaging
- Meet w/potential partners, get ideas
- Re-package same prevention message to new audience
- Consistent images: drop boxes, logo
- Keep them stocked with supplies



We are so sorry for your loss.
There are many things you are now going to have to do,
so here is one less thing for you to worry about.

How to dispose of unused or expired medications
PERMANENT DROP-OFF SITES

CASA GRANDE:
Casa Grande Police Dept.
373 E. Val Vista Blvd.
or
520 N. Marshall Street

ELOY:
Eloy Police Dept.
630 N. Main Street

COOLIDGE:
Coolidge Police Dept.
911 S. Arizona Blvd.

FLORENCE:
Florence Police Dept.
425 N. Pinal Street
Pinal County Sheriff's Office
971 Jason Lopez Circle, Bldg. C

For more information visit
www.CasaGrandeAlliance.org or call 520-836-5022.

When securing or disposing of your prescription drugs — don't forget mine!

Casa Grande Alliance
PO Box 11043 Casa Grande, AZ 85130
Phone: 520-836-5022 | Fax: 520-836-9915
CasaGrandeAlliance@gmail.com
www.CasaGrandeAlliance.org



The Strategies

1. Reduce Illicit Acquisition and **Diversion** of Rx Drugs
- 2. Promote Responsible Prescribing and Dispensing Policies and Practices**
3. Enhance Rx Drug **Practice and Policies** in Law Enforcement
4. Increase **Public Awareness** and **Patient Education** about Rx Drug Misuse
5. Enhance **Assessment and Referral** to Treatment



Promote Responsible Prescribing and Dispensing Policies and Practices

- Medical task force: hospital docs and PCPs (2 yrs)
- Major activities:
 - Door-to-door visits with PCPs
 - Quarterly mailings
 - Lunch&learn w/docs for PDMP signups

*** Strategy 5: Enhance assessment and referral to treatment**

Quarterly mailings:

- Rx epidemic info
- Links to online CEUs for pain mgmt webinars
- Opioid prescribing best practices
- Registration to Prescription Drug Management Program
- Education materials that help prescribers improve the prescription drug literacy of their patients
- Addiction, screening and referral to treatment*



Promote Responsible Prescribing and Dispensing Policies and Practices

Rx Pain Relievers
accounted for 61.3% of
all pills prescribed in
Pinal County.



1 in 7 Pinal County 12th
graders reported current
pain reliever prescription
misuse.

Data Source: Arizona Criminal Justice Commission

Tammy McCarville
Casa Grande Alliance
P.O. Box 11043
Casa Grande, AZ 85130

Using the CSPMP Can Help Save Lives!

Registration:

A.R.S. § 36-2606 requires each medical practitioner who is licensed under Title 32 and who possesses a DEA license to register with the Controlled Substance Prescription Monitoring Program (CSPMP). **Each DEA license should have an associated registration.** There is NO fee to the practitioner for this registration.



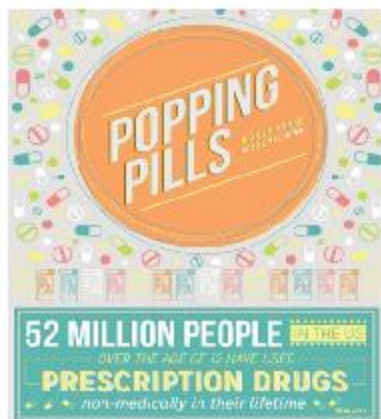
Accessing the Data:

The Arizona State Board of Pharmacy CSPMP system grants access accounts to practitioners and pharmacists so that they may look up, view, and print controlled substance dispensing information on their specific patients. The process has recently (December 2013) been streamlined into a ten-minute registration. Go to www.azpharmacy.gov/pmp to register.



Partnering for a safe and drug-free community.
P.O. Box 11043 Casa Grande, AZ 85130 | 520-836-5022
CasaGrandeAlliance@gmail.com | www.CasaGrandeAlliance.org





MARCH IS PATIENT AWARENESS AND EDUCATION MONTH!

There has been a great deal of publicity lately about prescription medication misuse and addiction. The death of actor Phillip Seymour Hoffman helped shine a spotlight on the epidemic of pain medication addiction, and the transition some patients make to the abuse of heroin. Many communities are trying to figure out how to react to this growing epidemic.

As you know, we have been working on this in Pinal County for the past 18 months by taking a multi-faceted approach:

- promoting PDMP sign up and use
- encouraging responsible prescribing
- advocating proper storage and disposal of medicines
- enhancing law enforcement investigation practices
- increasing public awareness
- **educating patients**

Enclosed you will find some tools that you may find helpful for educating your patients about the risks associated with the use, storage and disposal of narcotic medication.

- 2 styles of patient education cards
- Poster to place in your waiting room

We can provide you with multiple copies of these items, at no cost to you. For more information or materials please contact Tammy McCarville at 520-836-5022

Next month's mail-out: patient narcotic medication treatment agreements



PO Box 11043 Casa Grande, AZ 85130 | Phone: 520-836-5022
www.CasaGrandeAlliance.org | CasaGrandeAlliance@gmail.com





You have been prescribed a potentially addictive medication...

You have been prescribed a potentially addictive medication...

- ◇ Use prescription pain medicines only as directed by a health care provider.
- ◇ Make sure you are the only one to use or sharing them helps prevent misuse.
- ◇ Get help for substance abuse problems if needed.
- ◇ Store prescription medicines in a secure place and dispose of them properly. (See Reverse)

One person dies every 19 minutes from a drug overdose in the United States, and this increasing trend is driven by prescription painkillers.¹

Protect your loved ones from misuse. Dispose of unused or expired prescription drugs.

PERMANENT PRESCRIPTION DROP-OFF SITES

Casa Grande: Police Department (two locations)

- 373 E. Val Vista Blvd.
- 520 N. Marshall St.

Eloy: Police Department
630 N. Main St.

Coolidge: Police Department
911 S. Arizona Blvd.

Florence: Police Department
425 N. Pinal St.
Pinal County Sheriff's Department
971 Jason Lopez Circle, Building C

Arizona City: Fire Department
14022 S. Sunland Gin Rd.



◇ Use prescription pain medicines only as directed by a health care provider.

Make sure you are the only one to use or sharing them helps prevent misuse and abuse.

Get help for substance abuse problems if needed.

Call 1-800-662-HELP.

Store prescription medicines in a secure place and dispose of them properly. (See Reverse)

Casa Grande Alliance
Casa Grande, AZ 85130
2022 | Fax: 520-836-9915
CasaGrandeAlliance.org
for a safe and drug-free community.



¹. CDC: Centers for Disease Control and Prevention

Protect Your Loved Ones...



Keep your
out
out o



Pho


QUIZ: How are prescription narcotic pain killers different from heroin?



Cause of Death:
Prescription Drug Abuse



Cause of Death:
Heroin



Prescription Narcotics: As deadly as street drugs.

Potentially addictive medicines accounted for 82% of all pills prescribed in Pinal County in 2011. Talk with your doctor about safe alternatives to narcotic pain medication.




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Scan the QR code to be directed to our website



The Strategies

1. Reduce Illicit Acquisition and Diversion of Rx Drugs
 2. Promote Responsible Prescribing and Dispensing Policies and Practices
 3. Enhance Rx Drug Practice and Policies in Law Enforcement
- Set-up and co-hosted trainings for Casa Grande police
 - Encouraged 9 coalitions to advocate for training in their communities
 - Collaborated with local Chiefs Assn.



The Strategies

1. Reduce Illicit Acquisition and **Divers**ion of Rx Drugs
2. Promote **Responsible Prescribing** and **Dispensing** Policies and Practices
3. Enhance Rx Drug **Practice** and **Policies** in Law Enforcement
4. **Increase Public Awareness and Patient Education about Rx Drug Misuse**
5. Enhance **Assessment** and **Referral** to Treatment



Increase **Public Awareness** and **Patient Education** about Rx Drug Misuse

- Tabling at community events
- Presentations at mobile home parks
- Partner with Walgreens; health fairs @ stores
- Home, Health, Garden show – CG Chamber of Commerce
- Partner with Area Agency on Aging (senior kits)
- RX 360: youth, parent and community
- Poster Partners

Poster Partners

You would do anything for
your friends...



but when it comes to medicine,
sharing isn't caring!
Your meds are just for you.



Drug abuse prevention and treatment referrals

901 E. Cottonwood Lane—Suite C
Casa Grande, Arizona 85122
520-836-5022

www.CasaGrandeAlliance.org
Follow us on Twitter: @CG_Alliance



Scan the QR code to be
directed to our website, or
contact us for more
information on this and other
substance abuse topics.



**She gets her hair from her Mom.
Her eyes from her Dad.
And her drugs from her Grandma's
medicine cabinet.**

**93% of youth who abuse prescription drugs
get them from common sources
like home, family and friends.**



CASA GRANDE ALLIANCE
Partnering for a safe and drug-free community



Drug abuse prevention and treatment information

317 E. Cottonwood Lane, Suite A,
Casa Grande, Arizona 520-836-5022
www.casagrandealliance.org

Partner coalition products

CLEAN OUT YOUR MEDICINE CABINET!

A permanent disposal box for prescription and over-the-counter medication is located in the lobby of the Coolidge Police Department.

**911 S. Arizona Ave.
Coolidge, AZ 85128**

How to dispose:

1. Remove labels from bottles, or black out all personal information with a marker.
2. Place accepted items in a sealed bag.
3. Put sealed bag into the disposal box.

Accepted Items:

- Prescription Medicine
- Over-The-Counter Medicine
- Vitamins
- Samples
- Pet Medications

Not Accepted Items:

- Needles (Syringes)
- Thermometers
- Inhalers
- Bloody/Infectious Waste
- Medications from Businesses or Clinics



PRESCRIPTION DRUG ABUSE

A NATIONAL & STATE EPIDEMIC

A culture of solving problems with a pill has developed in the last two decades that threatens our state's health in every major category. Every age group is impacted by this growing epidemic of prescription drug abuse.



Enough prescription pain relievers were prescribed in 2011 to medicate every Pinal adult, around the clock, for two weeks.



- Over half the pills prescribed in Pinal County in 2011 were either Oxycodone or Hydrocodone
- Rx pain relievers accounted for 61.3% of all pills prescribed in Pinal County in 2011



In 2010, nearly 93% of Pinal County youth obtained the Rx drugs they misused from everyday sources such as friends, family or household.



In 2010, peers were the most common sources for the Rx drugs that Pinal County youth misused.



The majority of deaths involving Rx drugs as a contributing factor (78%) in Pinal County were classified as accidental poisonings.

Sources: Arizona Criminal Justice Commission & Arizona Health Services, 2013



The Strategies

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3. Enhance Rx Drug **Practice and Policies** in Law Enforcement
4. Increase **Public Awareness** and **Patient Education** about Rx Drug Misuse
- 5. Enhance Assessment and Referral to Treatment**
 - Mailings and visits with doctors
 - Coalition member advocacy for increased treatment opportunities across the county and state of AZ



Lessons Learned

- Funding for a dedicated staff person was important for us.
- Medical task force is very important – different culture!
- A barrier for docs: few treatment resources
- Challenging to get adults in a room for Rx 360 so be creative (conferences, staff training, etc)
- Repackaging the same prevention message to different target audiences really works well
- Collaboration (and theft) across programs is helpful
- Having a leader (Shana and the Core Group) with 10,000 ft view of all programs was important to keep us moving forward